

EC'd Yes Last Received: 09/11/2012 12:03 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 195
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //195
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 103,400
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A	WAVY NEWS	:30	\$1,500.00	09/12-09/14	3	1	3	\$4,500.00	
				Buyline Comment: WAVY NEWS								
	2	M-TU	6A-7A	WAVY NEWS	:30	\$1,500.00	09/17-09/18	2	1	2	\$3,000.00	
				Buyline Comment: WAVY NEWS								
	3	W-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/12-09/14	3	1	3	\$4,500.00	
				Buyline Comment: TODAY SHOW								
	4	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	09/17-09/18	2	1	2	\$3,000.00	
				Buyline Comment: TODAY SHOW								
	5	W-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/12-09/14	3	1	3	\$1,500.00	
				Buyline Comment: TODAY SHOW 2								
	6	M-TU	9A-10A	TODAY SHOW 2	:30	\$500.00	09/17-09/18	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
	7	M-TU	10A-11A	TODAY SHOW 3	:30	\$400.00	09/17-09/18	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								
	8	W-F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
				Buyline Comment: TODAY SHOW 3								

Rep Order# 6851262 Ver# 1 Status New
EC'd Yes

Traffic Order#

2 of 5

Printed: 09/11/2012 12:46 PM
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	9	W-F	12P-1P	NEWS AT NOON	:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: NEWS AT NOON								
	10	M-TU	12P-1P	NEWS AT NOON	:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: NEWS AT NOON								
	11	M-TU	1P-2P	DAYS-OUR LIVES	:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: DAYS-OUR LIVES								
	12	W-F	1P-2P	DAYS-OUR LIVES	:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: DAYS-OUR LIVES								
	13	M-TU	4P-5P	ANDERSON COOPER	:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: ANDERSON COOPER								
	14	W-F	4P-5P	ANDERSON COOPER	:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: ANDERSON COOPER								
	15	W-F	5P-530P	WAVY NEWS AT 5	:30	\$1,500.00	09/12-09/14	3	1	3	\$4,500.00	
				Buyline Comment: WAVY NEWS AT 5								
	16	M-TU	5P-530P	WAVY NEWS AT 5	:30	\$1,500.00	09/17-09/18	2	1	2	\$3,000.00	
				Buyline Comment: WAVY NEWS AT 5								
	17	W-F	530P-6P	WAVY NEWS AT 530	:30	\$1,500.00	09/12-09/14	3	1	3	\$4,500.00	
				Buyline Comment: WAVY NEWS AT 530								
	18	M-TU	530P-6P	WAVY NEWS AT 530	:30	\$1,500.00	09/17-09/18	2	1	2	\$3,000.00	
				Buyline Comment: WAVY NEWS AT 530								
	19	W-F	6P-630P	WAVY NEWS AT 6	:30	\$1,800.00	09/12-09/14	3	1	3	\$5,400.00	
				Buyline Comment: WAVY NEWS AT 6								

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	20	M-TU	6P-630P	WAVY NEWS AT 6 Buyline Comment: WAVY NEWS AT 6	:30	\$1,800.00	09/17-09/18	4	1	4	\$7,200.00	
	21	M-TU	630P-7P		:30	\$2,500.00	09/17-09/18	2	1	2	\$5,000.00	
	22	W-TH	630P-7P	NBC NITELY NEWS Buyline Comment: NBC NITELY NEWS	:30	\$2,500.00	09/12-09/13	2	1	2	\$5,000.00	
	23	M-TU	7P-730P		:30	\$600.00	09/17-09/18	2	1	2	\$1,200.00	
	24	W-F	7P-730P	ENT TONIGHT 30 Buyline Comment: ENT TONIGHT 30	:30	\$600.00	09/12-09/14	3	1	3	\$1,800.00	
	25	W-F	730P-8P		:30	\$600.00	09/12-09/14	3	1	3	\$1,800.00	
	26	M-TU	730P-8P	INSIDER Buyline Comment: INSIDER	:30	\$600.00	09/17-09/18	2	1	2	\$1,200.00	
	27	M-TU	11P-1130P		:30	\$1,800.00	09/17-09/18	2	1	2	\$3,600.00	
	28	W-F	11P-1130P	WAVY NEWS AT 11 Buyline Comment: WAVY NEWS AT 11	:30	\$1,800.00	09/12-09/14	3	1	3	\$5,400.00	
	29	W-F	1130P--1230A		:30	\$300.00	09/12-09/14	6	1	6	\$1,800.00	
	30	M-TU	1130P--1230A	TONITE SHOW Buyline Comment: TONITE SHOW	:30	\$300.00	09/17-09/18	4	1	4	\$1,200.00	

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	42	SU	6P-7P	NEWS	:30	\$500.00	09/16-09/16	2	1	2	\$1,000.00	
				Buyline Comment: WAVY NEWS								
	43	SU	11P-1130P	NEWS	:30	\$1,800.00	09/16-09/16	2	1	2	\$3,600.00	
				Buyline Comment: NEWS								
	44	SA	7A-8A	NEWS	:30	\$800.00	09/15-09/15	2	1	2	\$1,600.00	
				Buyline Comment: WAVY 10 SAT MRN								

---REPORT TOTALS---

Report Totals: 114 / \$103,400.00

---SALES MONTHLY TOTALS---

Sep 12: 114 / \$103,400.00
Sales Totals: 114 / \$103,400.00
Station Totals: 114 / \$103,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$240,465	CATV 0%	WAVY 43%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 8%	WVEC 22%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE